

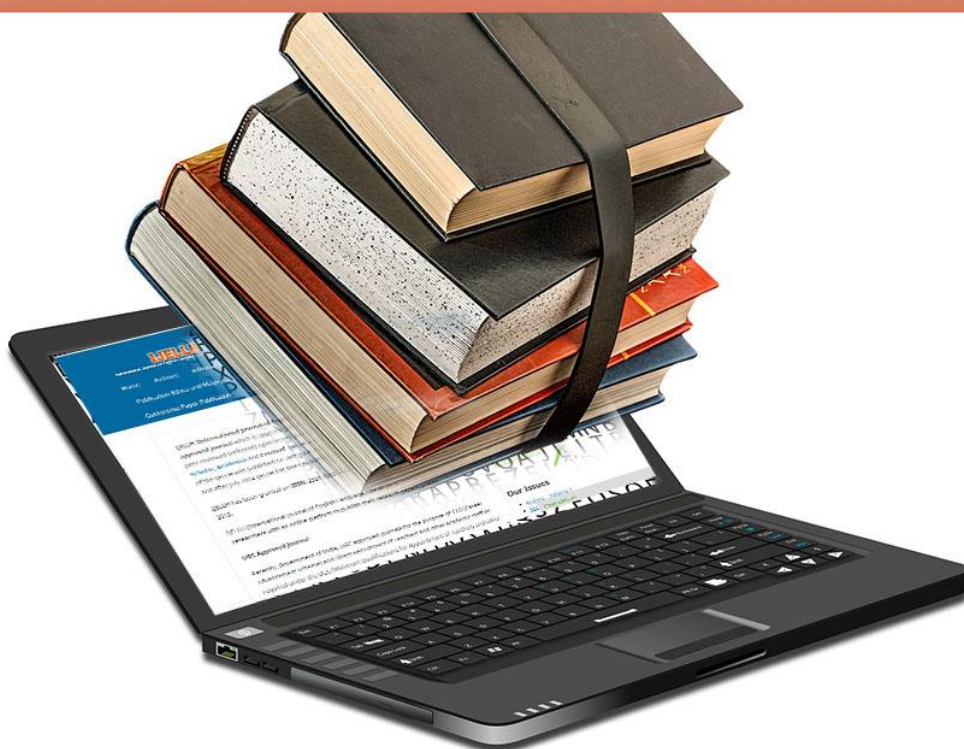
ISSN INTERNATIONAL
STANDARD
SERIAL
NUMBER

ISSN-2321-7065

IJELLH

International Journal of English Language, Literature in Humanities

Indexed, Peer Reviewed (Refereed), UGC Approved Journal



Volume 7, Issue 3, March 2019

www.ijellh.com

Ms. K. C. Vandana

Assistant Professor, Department of English,

Chaitanya Bharati College of Engineering and Technology,

Gandipet, Hyderabad, Telangana, India

vandanakalavai@gmail.com

Ethos Pathos Logos & Kairos - The Art of Persuasive Communication

Abstract

Ethos, Pathos, Logos & Kairos are modes of persuasion used to convince audiences. They are also referred to as the three artistic proofs, and are all represented by Greek words. These words were coined by Aristotle, where Ethos stands for Ethical Appeal, Pathos for emotional appeal, Logos is appeal to the Logic, and Kairos is to grab the opportune moment for action. This paper attempts to shed light on the relevance of these terms in the present day and the importance of developing persuasion skills for the purpose of communication. I would like to say that any piece of communication in order to be effective must have these qualities in it. Persuasive purpose or intent is achieved if communication is able to subtly change the attitude of the receivers.

Introduction

Persuasion is a term that represents influence in all its forms - in a sense that with the with the Art of Persuasion one can attempt to influence a person's beliefs, attitudes, intentions, motivation, or behaviours. From the time we wake up to the time we go to sleep we are engaged in persuading people around us or come across persuasive communication.

Beginning with persuading family members to eat breakfast..... get dressed on time..... to persuading a colleague at work to look at things from your perspective.....to seeking permission for leave of absence from your superior.....to persuasive advertisements giving you enticing offers we are always constantly exposed to communication that is persuasive in nature or appeal.

The need to Persuade people has gained so much importance that it has become a theory - that is studied and practiced - a theory of mass communication that deals with messages aimed at subtly changing the attitudes of receivers - called as the Persuasion Theory. Persuasion theory is a term that represents influence in all its forms. It is an Art that people develop after lot of practice and careful observation of others behaviour. It is a mass communication theory that deals with messages aimed at subtly changing the attitudes of receivers. One simple reason why it is important is that in today's world we cannot threaten anyone to do our bidding or manipulate them (I am not referring to all kinds of wrong, illegal, and unethical things here). Right from kids at home to students in schools and colleges, people all across from all walks of life need to be cajoled, pleaded or persuaded.

Literature Review

Ethos, Pathos, Logos, and Kairos

The main essence of all communication, be it personal, professional or business is to persuade others or an attempt to influence the beliefs or actions of others. We spend a lot of time communicating with others either orally or in other forms of digital communication. We are surrounded with emails, notes, letters, texts, tweets, feeds..... One important thing to notice is that in all these are formulated in a way that they appeal to our emotions, logic and ethics.

The Art of Persuasion is a very important skill that every individual must possess. This takes me to the three Aristotelian terms - Ethos, Pathos, Logos and the not so much used term Kairos - the modes of persuasion used to convince audiences about the credibility of the author, his message/moral, the characters and the plot. Ethos stands for Ethical Appeal, Pathos for emotional appeal Logos is appeal to the Logic and Kairos is to grab the opportune moment for action.

Two of the goals of human communication are: to be understood and to be believed. In persuasive communication, both of these acts are fulfilled. In this context, I would also like to shed light on how these words coined years ago hold good in the present day scenario too. These words are markers on how a creative work, if able to have an appeal to emotions and logic and if presented at the right opportune moment to the public can become a masterpiece or can be considered as a classical piece of work. At this point of time in history I would like to say that any piece of communication in order to be effective must have these qualities in it.

Aristotle (384–322 BC) was an ancient Greek philosopher and scientist born in Greece. Along with Plato, he is considered the "Father of Western Philosophy". He coined these four words.

Ethos/Ethical Appeal

Ethos or the Ethical Appeal, means to convince an audience of the author's credibility or character. Ethos can be developed by choosing language that is appropriate for the audience and topic. Ethos requires us to be unbiased and non-judgemental while communicating.

Pathos/Emotional Appeal

Pathos means to persuade an audience by appealing to their emotions. communication should appeal to people's emotions in order to be effective. Pathos in communication is used when we want a strong response or prompt action from the target audience. we always appeal to the better nature of people if our target is to inspire change. All major movements in history are examples of actions evoked by communication that appealed to the emotional side of people. Pathos can be developed by using meaningful language, emotion evoking examples, stories of emotional events and implied meanings.

Logos/Appeal to the Logic

Logos means to convince an audience by use of logic or reason. To use Logos would be to cite facts and statistics, historical and literal analogies, and citing certain authorities on a subject. Logos is the Greek word for 'word', however the true definition goes beyond that, and can be most closely described as "the word or that by which the inward thought is expressed; and the inward thought itself....."

Logos can be developed by using advanced theoretical or abstract language, citing facts and by constructing logical arguments.

Kairos/The Right Time

Kairos is an ancient Greek word meaning the right, critical, or opportune moment. The ancient Greeks had two words for time: Chronos and Kairos. While chronos refers to chronological or sequential time, Kairos signified a proper opportune time for action.

Persuasive Communication - blend of Ethos, Pathos, Logos, & Kairos

Persuasive communication is any message whose sole purpose is to get the listener to support and transform their thinking in favour of the presenter's perspective. It is about creating an attitude change to influence social behaviour& the ability to convince people

to persuade them..... It is an art in its own sense. What Aristotle said in those three terms in those days referred to artistic works, but we can find relevance of those words even in this day. With easy access to technology we are able to reach out to a large audience in a short span of time. Being in touch and being informed is not a crisis anymore. At the same time being misunderstood or misinterpreted is becoming a bigger problem.

A successful communicator is someone who is able to move people and the one who uses the three modes - Ethos, Pathos, Logos, & Kairos - will be able to achieve it well. The essence of being a good communicator is to get the job done without the person/persons at the other end feeling that they are being manipulated or cheated. If this happens then the communicative intent is not achieved. Through the magic of words one should be able to convince the person to do something or change his opinion or follow someone else's path with a feeling of satisfaction and in faith.

Persuasive Communication has become very relevant in the present times. If we look closely we are surrounded with messages that subtly are changing the way we lead our lives. It may be as simple as the products we buy to something potentially more significant to whom we extend our support in a business venture to whom we elect as our leader. We have to deal with go through and filter lot of information from the time we get up to the time we go to sleep. We get up in the morning welcomed by innumerable messages that greet us and end the day again with messages that wish us Good Night. Beautiful images, quotes, inspirational words , motivating graphics.....there is no escape from any of this. These are all examples of Persuasive Communication. This brings me look at things from the larger perspective of Business Communication.

If we look at persuasive communication on a larger scale (as Business Communication) a person or an organization engaging in communication is in a way selling a product, service or an image. Everyone is bent upon creating an image, which is also known

as Brand Imaging. If we really think about how they go about doing that is very simple. They are doing so by using the Persuasive techniques that I have been talking about in this paper. It is as simple as that. All these messages have emotional appeal, they are aimed to appeal to the logic of the audiences and they are always done with the intent to improve the credibility of the sender and most importantly they have impeccable timing.

Whether its writing a letter or advertising on a Web page - it all comes down to how effective the message is. The quality of the source and audience analysis along with grabbing the most opportune moment are key elements of persuasive communication. Timing is of essence and grabbing the most opportune moment makes all the difference. Although oral communication is thought to be very effective but with the increase of popularity of print media these days written communication has become very prominent and has become a very important medium of communication.

Persuasive writing is an extremely important skill, whether you are selling something, writing for a cause or for your own satisfaction. Persuasive wiring can be described as an argument or a piece of writing that an author uses to convince his audience of a point/topic. this could potentially be to call the reader to action or it could be simply be to convince the reader of an opinion /view.

In the modern digital sphere, messages that are communicated to large audiences need to fit or altered to fit the new circumstances in order to be effective. With short attention spans, messages of mass appeal are getting shorter and more effective. Not only that they are getting very appealing. Words like SALEFLASH SALE.....PRICE DOWN.....INTRODUCTIORY OFFERnever fail to get our attention. Ever wonder why the best products are on sale when we are willing to spend some extra money. All these are techniques of being persuasive and appealing to people's emotions. Persuasive Communication logical, ethical and have emotional appeal.

Conclusion

Persuasion skills can be learnt just like any other skill and they are a key part of being able to influence others to achieve your goals and objectives. Persuasion skills include good communication skills, reasoning skills, logical reasoning, assertiveness, and interpersonal skills. It is very important that everyone; no matter from what walk of life; must possess. They must always use Ethos, Pathos, Logos & Kairos to influence people.

Works Cited

Stiff B. James, and Mongeau A. Paul. Persuasive Communication. The Giliford Press, August 22, 2016. Third Edition.

https://www.researchgate.net/publication/251482806_Persuasive_communication_The_case_of

<https://en.wikipedia.org/wiki/Aristotle>

<https://www.quora.com/What-is-persuasive-communication>